Stamina: a magazine and business plan

An Honors Thesis (Honors 499)

By
Danielle Turnbull

Thesis Advisor
Dr. David Sumner

Ball State University
Muncie, Indiana

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Abstract

Between 1900 and 2000, the number of magazines in America exploded, increasing from 3,500 to 17,815 – a 509 percent increase. The magazine is a staple of life in today’s American life, a staple based on personal interest. There is a magazine in existence for practically every person in the country. Someone who likes to camp can read Outdoor Life magazine or Camping Magazine. Someone into fashion can subscribe to Elle magazine or Vogue magazine. Like reading the news? Time magazine may be a good option. No matter what niche you look toward, there’s a magazine there (Sumner, 2010).

One growing sector of magazines is the women’s health and fitness sector. Magazines such as Self and Women’s Health have some of the highest circulation figures in the business. The purpose of this project is to analyze this sector through the creation of my own magazine: Stamina magazine. I designed the magazine, compiled my own pieces to fill the pages, wrote the cover story, and concocted a thorough business plan. In this way, I now know what it takes to succeed in the women’s health and fitness magazine sector and to start my own magazine.
Acknowledgments

I would like to thank Dr. David Sumner for advising me on this project, and for all of his help and guidance through the magazine sequence these past four years. His teaching and personal consideration for well being of his students and their future as professionals has been a blessing during my time at Ball State and has helped me remember that because of what I’ve learned, I will be successful.

I would like to thank Pam Leidig-Farmen for her help fall semester in the design of this magazine. She never failed to help when it was needed and kept a constant watch over her students and their progress. This magazine would not look the way it does without her help.

I would also like to thank my parents Pat and Todd for their consistent support and encouragement throughout my college career. They never gave up on me and always told me to follow my dreams, and I thank them for that.
Author’s Statement

For this honors thesis, I created my own magazine and wrote up a thorough business plan that would ideally be presented to potential investors. As a journalism major in the magazine sequence, it is obvious that magazines interest me. Furthermore, I have dreams of starting my own magazine one day and thought this would be a great opportunity to test the waters and see what exactly it would take to do so.

Stamina magazine is one geared toward the full-time female college student. She is between the ages of 18 and 24, and she finds it hard to balance exercise and eating healthy with her full class load. Therefore, she’s busy, perhaps working part-time while taking classes. She finds it difficult to get motivated to exercise and has a hard time making healthy choices when eating. I chose this target audience for the magazine because it’s the target audience I know best—I’m a part of that audience. In addition, all of the women’s health and fitness magazines currently published are geared toward older sections of the population. I feel that a health and fitness magazine for younger women is in high demand.

The purpose of this magazine is to provide college-aged women with simple ways to get and stay fit and healthy while remaining balanced with classes and a job. It’s all about creating a lifestyle that runs in line with schoolwork and other commitments. Furthermore, it’s about guiding women toward a lifestyle that will still apply when graduation has come and gone. This purpose was chosen for the magazine because I know it’s something many college-aged women struggle with—balancing exercise and healthy food choices with the stress and time-commitment that comes with school. This
magazine will help to alleviate that stress and help women develop healthy habits and coping mechanisms.

I chose the name *Stamina* for the magazine because of the purpose of the publication: to provide women with ways to balance their lives – ways to keep going without stressing or becoming uncomfortable. The magazine is focused on helping women become fit and healthy, which are things that help women live long and prosperous lives. These things provide women with stamina to keep going day in and day out.

The stories included in the magazine reflect the needs and desires of college-aged women who want to develop healthy and fit lifestyles. Furthermore, the content reflects the values of college-aged women: time and money. Cheap and quick healthy recipes are provided in each issue, for example. These women want quick and simple workouts they can do at home or at the gym – but without an expensive monthly membership. College-aged women want simple ways to create healthy eating habits, like drinking water regularly or seeing a doctor on a regular basis.

I chose a more modern design style for this magazine. I did not want anything too far out of the ordinary because most women’s magazines in the market already are designed in a more modern style. I wanted to stay with what is typical. The style is neat, clean and organized – easy to understand and follow. That’s exactly what I was looking for, particularly for an audience struggling for time who wants to quickly glance through the magazine and read the stories of relevance to their lives. I chose the colors featured in the magazine because they are bright, fun and friendly. They make the content stand out and bring a more youthful feel to the overall publication.
In regards to selecting photos, I tried to follow the same types of photos that appear in women’s health and fitness magazines today – close-up shots of women. However, I did want this magazine to look a little younger. Therefore, the photos featured in Stamina are bright and lively, full of action. These women are happy and active in the photos. For the feature story, I chose action shots so it looked like Danielle Kelly was dancing through the pages.

If I were given a chance to do this magazine over again, I think the first thing I would do is target the magazine at a different market. College students are so difficult to reach and send subscriptions to – they’re constantly moving. The second thing I would do is take more time on the feature story and developing that. The story as it is now is more of a rough draft than a final copy. Lastly, I would take more photos. The photos have been taken from online sources and I would love to gather more original photos.

This project has taught me a number of different things about the magazine business. First, starting your own magazine is not an easy or short-term venture. It may take years to start up your own magazine, and it takes a significant amount of capital – maybe more than $1 million. Second, designing a magazine is not an easy task either. One can’t just sit down at a computer and start designing pages. It takes research and time to come up with a specific aesthetic to follow, to come up with a specific feeling that the magazine should evoke. Lastly, I’ve learned a lot about the magazine industry as a whole. I know more about the women’s health and fitness sector, the financial preparation that goes into magazines, and the different design aesthetics and how that plays into the magazine in its entirety. This magazine is something I’ve worked on for
one year now and a project I’m proud of. I’ve achieved a great deal and can’t wait to apply these skills to my profession in the future.
The Business Plan

I. The Concept of Stamina magazine

"The purpose of Stamina is to provide college-aged women simple ways to be fit and be healthy while still balancing classes and work. It’s about creating a healthy, active lifestyle while trying to succeed in school and providing ways to retain that lifestyle that will still apply when graduation has come and gone."

II. The Contents of Stamina

Stamina Departments:

1. YourHealth – dedicated to providing healthy tips, whether pertaining to food, exercise, or lifestyle choices, for daily living.

2. YourFitness – dedicated to providing practical, simple workout routines and tips for college women with little time on their hands.

3. YourEasyEats – dedicated to providing health meals on-the-go on a budget for the busy college student.

Stamina Columns:

- YourHealth:
  - Health developments in the news
  - Healthy habits revealed

- YourFitness:
  - Recommended move of the month
  - Free weight vs. machine moves
  - Workout routine of the month

- YourEasyEats:
- Featured three-course meal
- Cheap and healthy

Stamina Features:

- Profiles on college students developing good habits
- Fitness trends, like Zumba or Yoga
- Specific foods, like pomegranates or acai berries, getting a lot of media attention
- What to eat before and after a workout and why

Six-month Editorial Calendar:

January/February –

Cover story: Introduction to Zumba through the eyes of a Ball State instructor

- YourHealth:
  - Mistakes people make when trying to keep their New Year’s resolutions
  - Cervical Cancer Awareness Month – what to know about the cancer and steps to take for prevention
  - How to develop healthier habits this year – five easy steps
  - Column – health developments in the news
  - Column – healthy habits revealed: drinking water

- YourFitness:
  - Get rid of that flab under your arms – five easy moves
  - What’s a bosu ball? What can I do with it?
  - Benefits and risks in stretching
  - Workouts for two – things you and your hotty can do together
  - Column – recommended move of the month: triceps extension
• YourEasyEats:
  o Quick and easy soup recipes
  o Healthiest and unhealthiest (top three of each) hot chocolates
  o Column – featured three-course meal: pork chops with sweet potatoes and country rice
  o Column – cheap and healthy snacks that’ll keep your weight down

March/April –

Cover story: Exercises and activities for dreary, rainy days – 10 things you can do to stay active and healthy while remaining indoors

• YourHealth:
  o Best ways to keep your face looking spotless this spring
  o Why biting your nails or cracking your knuckles is bad for you – myths unveiled
  o Why walking is just as good for you as running – 10 quick facts
  o Spring cleaning handbook
  o Column – health developments in the news
  o Column – healthy habits revealed: good hygiene

• YourFitness:
  o Toning your legs and tush
  o Six easy ways to pick up your weekly routine?
  o Column – recommended move of the month: bicycle kicks for your abs
- Column – free weight vs. machine moves
- Column – workout routine of the month

**YourEasyEats:**

- Vegetables you need to include in your diet + recipes
- What’s the deal with popcorn? What’s good for you and what’s not?
- Column – featured three-course meal: tacos, homemade cornbread and spicy corn with salsa
- Column – cheap and healthy ways to eat at fast food restaurants

May/June –

Cover story: the who, what, when, where, why and how – information from dermatologists around the country for Skin Cancer Awareness month

**YourHealth:**

- Need that summer glow? Sunless lotions that work
- Why do we need Vitamin D?
- Your sex questions answered
- Column – health developments in the news
- Column – healthy habits revealed: meditation

**YourFitness:**

- Focusing on routine – how to develop one that’ll stick
- Guide to running outside – do’s and don’ts of running in the summer heat
- Getting that perfect bikini body – five helpful tips
- Column – recommended move of the month: squats (and five ways to do them)
• YourEasyEats:
  o Barbecuing – basics to know when attempting it
  o Five simple salads that’ll make your mouth water
  o Column – featured three-course meal: chicken and rice casserole, green beans and wheat rolls
  o Column – cheap and healthy cool desserts

July/August –

Cover story: Yoga for beginners; interviews with yoga trainers from various college campuses

• YourHealth:
  o To-do list for these two summer months
  o An apple a day keeps the doctor away – why is that?
  o Teeth-whitening products: do they work, and which ones work best?
  o Column – health developments in the news
  o Column – healthy habits revealed: laughing

• YourFitness:
  o Five relaxing exercises that’ll put your mind at ease
  o Most neglected part of the body: the back
  o Column – recommended move of the month: lunges
  o Column – free weight vs. machine moves
  o Column – workout routine of the month
• YourEasyEats:
  o Ice cold drinks for poolside enjoyment – top 10
  o How to make your own ice cream treats
  o Column – featured three-course meal: grilled lime chicken, zucchini, mashed potatoes
  o Column – cheap and healthy alternatives to water (that you can make on your own)

September/October –

Cover story: profiles of college women dealing with women’s cancers (ovarian and breast cancers)

• YourHealth:
  o Ways to keep stress off your back this year
  o Easy organizational habits
  o What to eat and not to eat when stressed to the brim
  o Column – health developments in the news
  o Column – healthy habits revealed: exercise benefits

• YourFitness:
  o Picking up those feet and running – benefits and risks with different cardio routines
  o Pilates – simple beginners guide with schedule
  o Ways to use a medicine ball
  o Column – recommended move of the month: crunch vs. sit-up
  o Column – free weight vs. machine moves
• **YourEasyEats:**
  - Healthiest Halloween candies for those serious cravings
  - Healthy fall snacks for parties
  - Dinner for two – simple recipes for that special someone
  - Column – featured three-course meal: grilled cheese with tomatoes, cottage cheese and peas with red pepper
  - Column – cheap and healthy ways to eat graham crackers

**November/December –**

*Cover story: Simple substitutes that’ll keep the holiday calorie-counts down – easy ways to make some of your favorite recipes healthier this holiday season*

• **YourHealth:**
  - Easy ways to stay healthy this holiday season – 5 easy tips
  - Shopping tips – ways to avoid the stress involved in holiday shopping
  - Keeping the sugar away for Christmas
  - Column – health developments in the news
  - Column – healthy habits revealed: having a pet around

• **YourFitness:**
  - Simple and easy moves that’ll keep the holiday pounds off
  - Why you can’t forget your chest or shoulders – the importance of working those areas
  - Column – recommended move of the month: shoulder press
  - Column – free weight vs. machine moves
• Column – workout routine of the month

• YourEasyEats:
  o Cheap cookie recipes for any occasion
  o The best chocolate chips revealed
  o Column – featured three-course meal: honey-baked ham, honey-glazed carrots, homemade whole grain bread

III. Premier Issue Letter from the Editor

I remember my college years. They’re supposed to be the best years of your life, right? That’s what everyone was always telling me. “Don’t waste away your time in college. You’ll never get it back.” Those words never really clicked until it was almost over, three weeks until the end.

One word classified my college life: stress. I’m the kind of person who stresses out about everything – tests, projects, friendships, and meetings, or at least I once was. You name it, and I was worried about it. Not until my senior year did I finally figure out a routine that made the stress subside. You know what that routine contained? Consistent exercise and a healthy diet.

I started cooking home-cooked meals every week and going to the gym every Monday, Wednesday and Friday. And you know what happened? The stress disappeared. Of course that wasn’t the only reason the stress dissipated – other factors in my life played a role – but I do know that the exercise and diet alterations contributed significantly.

I have created this magazine for the girl who is exactly as I once was – busy to no end with the mindset that says she has no time for anything else. This magazine is for
you! Even if you don’t stress out like I once did, this magazine can still prove useful for every college woman. The point – to provide a healthy, achievable identity for every woman in a college setting.

Now I know what you’re thinking. “I don’t have time to exercise or cook meals every night. Who has time for that?” However, the issue isn’t with having time but with making time. In college, you never think you have enough time for anything. If you’re starting out, wait and see. One semester, you’ll save a project for the last minute and change your mind fast. Stamina wants to give you easy ways to make time for these activities and aspects of your life – from eating healthy to exercising, from meditating to spending time with friends. We want you to be a happier, healthier you.

This magazine is dedicated to giving you ways to make time for creating healthy habits, exercising regularly, and eating a healthier diet. Sometimes this can be hard, and I understand that. However, within the pages of Stamina, I hope to provide you with practical tips and resources for gaining the healthier identity you’ve always wanted, and one you can achieve on a budget and with as little or as much time as you want.

It’s time to make your college years count. So dive right in and get going!

Sincerely,

Danielle Turnbull
IV. *Stamina* Audience Analysis

Who is the target audience?

*Stamina* is a magazine for the full-time female college student, ages 18 to 24, who has a hard time making time to exercise and be healthy. She’s busy, perhaps taking a full class load or working a full-time job. She has a hard time getting motivated to work out.

Demographics:

- Age – 18 to 24 (average)
- Sex – Female
- Marital status – Single
- Income – ranging from $0 to $15,000 a year (hourly part-time)
- Employment – Student; part-time employment
- Race – Varied (not geared toward one specific race)
- Living arrangements – Dorms or renting

Psychographics:

- Biggest values –
  - Money
  - Time
- Strong desire to create a new identity in college, a fit and healthy one
- Wants to learn new exercises, recipes and facts about common health matters
- Always wants to exercise but has a hard time finding the time to do so

V. *Competition Analysis – Health and Fitness Magazines*

1. *Shape* magazine

*Circulation:*
1,671,325
Average single copy price - $4.99

Ad Rate:
Rate base ~ 1,650,000
Color:
- Full page - $171,720
- ½ page - $109,600
B&W:
- Full page - %137,670
- ½ page - $87,670
Covers:
- Back cover - $223,235

Concept:
Mission - “To help women create better lives”
Fundamental message - “You have the power and strength to achieve what you want through positive change.”

Content:
Balanced mix of lifestyle editorial content for active, confident women everywhere
- 26 percent fitness/sports
- 25 percent beauty and style
- 24 percent health/nutrition
- 9 percent entertainment/relationships
- 8 percent lifestyle
• 8 percent other

Calendar of special content:

• January – new year, new you
• February – body confidence issue
• March – sexiest bodies in Hollywood
• April – Green issue
• May – the essential guide to summer
• June – Bikini body issue
• July – Sexiest bodies in music
• August – 31 days to a healthier you
• September – Beauty and Fashion issue
• October – Pink issue/Healthy woman issue
• November – healthy home issue
• December – gift guide issue/food issue

Target audience:

• High-income families
  o Managerial women
  o Housewives
• Married women
• Between 25 and 44
• Some sort of college education

Weaknesses:
• The magazine is geared toward women that have a lot of money, and some are housewives with a lot of time on their hands. That proves to be a disadvantage because those women who don’t make as much aren’t buying the magazine. Stamina will be geared toward the college student on a budget – and therefore really any woman who wants to create a healthy, fit lifestyle with little or no money.

• Only eight percent of Shape’s content is lifestyle-centered. Stamina, however, is focused on creating a lifestyle. 100 percent of our content will be geared toward creating a fit, healthy lifestyle through healthy habits, exercise and eating well.

2. Self magazine

Circulation:

1,519,016

• 1,259,006 from subscription

• 260,010 from newsstand

Ad Rates:

Rate base – 1,475,000

Color:

• Full page - $174,064

• ½ page - $135,677

B&W:

• No black and white options

Covers:

• Back cover - $217,580
Concept:


“The Self brand provides the content and tools to inspire a woman to take charge, to choreograph her life and to become her best self.”

Target audience:

- Women between the ages of 30 and 40
- Employed
- College educated
- Higher income bracket

Weaknesses:

- The biggest weakness Stamina can capitalize on here is the age of the audience. By focusing on those around age 40, Self is leaving out a large portion of the population younger than that who are more moldable, more dedicated to forming a fit and healthy identity. Stamina will target these women left out of the target audience of Self.

3. Health magazine

Circulation:

1,391,627

- 1,302,563 from subscriptions
- 89,064 from single copy sales

Ad Rate:
Rate base – 1,350,000

Color:

- 1 page - $108,270
- ½ page - $68,120

B&W:

- 1 page - $97,240
- ½ page - $61,270

Back cover - $145,870

Concept:

Mission statement – “Health believes that happiness and wellness are a priority, not a luxury. Health is dedicated to helping women maintain a balanced lifestyle and enjoy a broader, more holistic view of wellness. Every month, Health is the ultimate resource providing women with accessible health information that's easy to understand, attainable beauty solutions and trusted product reviews from our experts, trendsetting fashion advice, recipes for healthy eating and a variety of fitness options to inspire an active lifestyle.”

Content distribution:

- 29.1 percent food/nutrition
- 25.7 percent beauty, grooming, fitness for beauty
- 20.6 percent other (culture, gardening, general interest, home, personal finance, national affairs, sports and travel)
- 17.6 percent health/medical science
- 6.3 percent self-help/relationships
• 4.3 percent apparel and accessories
• 4.3 percent entertainment and celebrities

Target audience:

• Women around 45 years old
• Household income around $60,000
• Employed
• Married
• Principal shopper of the household

Weaknesses:

• Almost a third of Health’s content is geared toward food and nutrition. Although this is a huge aspect of a healthy lifestyle, much more is involved than that. Stamina will focus on health, nutrition and fitness in equal distribution.

• Health places an emphasis on fashion and beauty, whereas Stamina will not focus on that aspect as much. Feeling beautiful is a part of living a healthy, happy lifestyle, but Stamina’s goal is to make women feel this way through the development of healthy habits and eating a balanced diet, not through makeup or clothing.

4. Women’s Health magazine

Circulation:

1,382,575

• Newsstands – 316,943

Average subscription price:

• Annually - $14.32
• Per issue - $1.43

Ad Rate:
Rate base – 1,500,000

Color:
• Full page - $169,145
• ½ page - $109,945

No B&W Option

Back cover - $219,890

Concept:
Mission statement – “Lively, fun and provocative, the Women’s Health brand addresses 360 degrees of life for the new generation of contemporary, confident, ambitious women. By connecting with our readers in the frank, irreverent voice of a trusted girlfriend, the clever, service-driven content transcends the title, making the brand a true one-stop lifestyle resource for millions of women who are making their mark.”

Editorial content breakdown:
• 19 percent food/nutrition
• 15 percent fashion
• 13 percent fitness for beauty
• 13 percent self-help/relationship
• 12 percent health/medical science
• 11 percent beauty and grooming
• 9 percent other
• 3 percent entertainment/celebrity
• 3 percent general interest
• 2 percent home furnishing/management

Target audience:
• Women over age 35
• Household incomes around $60,000

Editorial Calendar:
• January/February – Best workout tips from celebrities; makeup feature; planet-friendly fashion
• March – Career and finance special; spring fashion
• April – Green Goddesses; fitness footwear guide
• May – Upgrade your whole life issue
• June – Beauty awards; SPF; Bikini Boot Camp
• July/August – Look great naked; 20 easy summer hairstyles
• September – what to wear; hair color special
• October – denim; breast cancer; 125 best foods for women
• November – fit and gorgeous at any age; fragrance feature
• December – gift guide; party clothes; winterize your skin

Weaknesses:
• The content distribution for Women’s Health magazine is too wide spread. It’s as if the magazine doesn’t know what its audience wants so it covers a little bit of everything. Stamina knows what its audience wants – quick and cheap fitness, health and nutrition tips.
• The editorial calendar for Women's Health does not follow the seasons to a tee. In October, there is a breast cancer feature for Breast Cancer Awareness Month, but that's the main instance. Stamina will be focused on following the trends of the season when it comes to fitness, nutrition and health and let college-aged women know what they can be doing this time of year to improve in those areas.

5. Fitness magazine

Circulation:
1,515,065
• 1,332,565 subscription
• 182,500 single copy sales

Ad Rate:
Rate base - 1,500,000

Color:
• Full page - $148,000
• ½ page - $91,060

B&W:
• Full page - $116,160
• ½ page - $71,430

Back cover - $192,600

Concept:
Mission statement – “Fitness delivers strategies and tools that help women make little changes to achieve big success. With a you-can-do-it attitude, our workouts, health and beauty advice, diet plans and success stories motivate readers to get strong in mind, body
and spirit. The magazine empowers women to embrace fitness as a lifestyle—not an age or dress size—and to change the conversation from ‘skinny’ to ‘healthy.’”

Content distribution:

- 26 percent food and nutrition
- 19 percent fitness for beauty
- 16 percent beauty
- 15 percent lifestyle
- 14 percent health/medical science
- 7 percent fashion
- 3 percent self-help/relationships

Target audience:

- Married women
- Between the ages of 18 and 34
- Completed some college
- High household income
- Employed

Weaknesses:

- *Fitness* magazine only places a slight emphasis on health and medical science. *Stamina* will place a much larger emphasis on this in its YourHealth section.

Creating awareness and prevention methods in your college years is an extremely important habit to develop, and *Stamina* wants college-aged women to realize this and to start doing it.

6. *Prevention* magazine
Circulation:
2,900,193
  • 247,779 from single copy sales

Ad Rate:
2,800,000 rate base

Color:
  • Full page - $143,000
  • ½ page - $82,300

No B&W ads
Back cover - $185,900

Concept:
Mission statement – “With *Prevention*, she continually discovers health, beauty, fitness
and nutrition advice that makes her more inspired, more confident, than ever.”

Always fresh, always optimistic and always better with a dose of *Prevention*

Editorial content breakdown:
  • 30 percent food and nutrition
  • 25 percent health
  • 15 percent fitness
  • 15 percent beauty
  • 15 percent other (mental health, environment…)

Target audience:
  • Women between the ages of 35 and 64
  • Incomes over $60,000
- Attended or graduated from college
- Employed
- Married

**Weaknesses:**

- Like some of the other magazines, *Prevention* is geared toward a much older audience with different values than college students. These women are worried about children, work and marriage. College students are worried about school work, money and time. *Stamina* will be much more geared toward those values, not toward what older women worry about on a daily basis.

**Competition Summary:**

There are three main areas that *Stamina* will capitalize on: age, income and values of readers. First, each member of the competition gears its magazine toward an older age bracket. For example, *Health* magazine is geared toward the 45-year-old woman and *Prevention* magazine is geared toward the 35- to 64-year-old woman. *Stamina* is a magazine geared toward the lower age brackets in America – more specifically, women between the ages of 18 and 24. College-aged women need a magazine more specifically geared toward them. Content about keeping wrinkles away and balancing child-care with work isn’t what college-aged women want to be reading.

Second, the competitors listed above are more focused on reaching affluent women in America. *Shape* magazine’s audience, for example, is mostly made up of managerial women. *Fitness* magazine is the same, gearing its content at women with higher-than-normal incomes. Some of the magazines are geared toward middle-class
women, making around $60,000 a year in the household. However, Stamina will differ from the competition because college-aged women probably, on average, make $10,000 a year, maybe more depending on the number of hours they work. On the whole, college-aged women don’t have a lot of disposable income. They need cheap and easy ways to be healthy and fit.

Lastly, Stamina magazine will differ from the competition when it comes to values of the audience. Many of the women who read the competitors are married, value money and children, and own a home. College-aged women typically do not have children, are not married, have little money and are renting an apartment, house, or living in the dorms. College-aged women need a magazine that isn’t focus on caring for children, buying a new house, or pleasing one’s spouse. Stamina will be geared toward the single life and making the best of one’s health and fitness while she still can.

VI. Advertising Analysis (or “Wish List”)

Advertisers I want that my competitors have:

- Athletic brands – Adidas, Nike, Reebok, New Balance, Asics, Puma, Avia
- Foods – Lean Cuisine, Kashi, Nature Valley, Kellogg’s, Jell-O, Smart Ones, Edy’s, Sun Chips, Skinny Cow, Got Milk?, Soy Joy, Campbell’s, Post, Stacy’s Pita Chips, Ritz, Orbit, Dole, Silk, Planters, Hershey’s, Quaker
- Beauty products – Secret, Degree, Covergirl, Rimmel, Maybelline, Dove, O.P.I. nail polish, Almay, Nivea, Tampax, Noxema, Suave, Skintimate, Caress, Always, Revlon, Midol, Proactive, Biore, L’Oreal, Veet, Clearasil, Aussie, Sally Hansen
- Athletic drinks – PowerAde, Gatorade, Vitamin Water, Propel, Sobe Water, Fuze water, Crystal Light
• Clothing brands – Levis, Lily of France (bras)
• Stores – Sephora, Target, J.C. Penney
• Restaurants – Ruby Tuesday

Advertisers I want that my competition doesn’t have:

• Athletic brands – Tech Gear (Kohl’s), Fila (Kohl’s), Converse
• Foods – Stride, Trident, Five, Whirley Pop
• Beauty products – Kotex, Bath & Body Works
• Athletic drinks – Crystal Light
• Clothing brands – A.N.A. (J.C. Penney)
• Stores – Kroger, Meijer, Walmart, T.J. Maxx, Kohl’s, Macy’s, Sears, Ulta, Dicks sporting goods
• Electronics – Apple, Toshiba, Sony, Dell, Microsoft
• Restaurants – Applebee’s, Chili’s

VII. Circulation Analysis

Because college-aged women are not a stable portion of the American population, the goal of Stamina magazine will be to put the magazine in their hands through single-copy sales. The goal is to disseminate 50 percent of the magazines through single-copy sales and to mail out the remaining 50 percent through subscriptions. Women in college are constantly moving from home to apartment to home, back and forth. Therefore, it is important to realize that these women will not be likely to subscribe to the magazine because they will have to continuously change addresses and mess with the circulation system. Therefore, the goal will be to get 50 percent of those women interested to buy the magazine on the newsstands. How will Stamina accomplish this? The primary way will
be through advertising – in campus newspapers, magazines, and any other college advertising mechanism available.

Where will the magazine be sold? Barnes and Noble will be the first target because it is one of the largest college bookstore managers in America and has an abundant collection of magazines sold on its stands. According to the Barnes and Noble Web site, the bookstore chain operates more than 600 campus bookstores in the U.S. Second, the goal will also be to get the magazine distributed to college bookstores throughout the country. One place I would like to start doing that through is Cardinal Publishers Group based out of Indianapolis, Indiana. The group is an independent distributor, and one of its main focuses is distributing to college campus bookstores. Once the funds exist and readers want the magazine, hopefully sales will expand to gyms, grocery stores, and health-food stores, like GNC and Whole Foods.

Besides single-copy sales, 50 percent of the circulation will come from subscriptions. In order to get those subscriptions, Stamina magazine will place an emphasis on bind-in and blow-in cards within the magazine itself. With a strong focus on single-copy sales, the purpose of the blow-in cards will be to transform these readers into subscribers.

VIII. Staff

The staff of Stamina magazine will not be big in the beginning – it won’t have the funding to do so. For pre-launch and the first year, the staff will be made up of four key members – the editor (me), design director, advertising director and circulation director. Then each of these key members will have an assistant, and there will be four staff writers. Each year, the staff will grow, beginning in the advertising department, moving
into writing, design and circulation. Editors will make 55,000 a year, assistants will make 50,000 a year and writers will make 30,000 a year. Each year, that salary will go up and new staff members will be added.

IX. The Budget – Five-Year Financial Plan

Attached at the end of the document

X. Executive Summary

The overall concept of Stamina magazine is this: to focus on simple and easy ways for college-aged women to balance out life. It's about creating ways for them to do well in class, stay fit and become a healthier woman. These are the best times in most of these girls' lives, a time they will not be able to go back and relive, no matter how hard they try. It's important to develop healthy habits now while they still can. Furthermore, it's about providing ways to do so that will have application beyond college.

The sample editorial calendar clearly shows that content will not be difficult to come by. There are always developments in health and fitness and it's important for this portion of the population to be aware of those developments and to capitalize on them early. Young women will not get tired of these topics, as they are things that most of these girls think about and consider on a daily basis. Stamina magazine contains content that will remain relevant from month to month and year to year.

The targeted age group for Stamina is 18- to 24-year-olds, but obviously, as the magazine is meant to have relevance after college, the age group may expand past that. She values exercise and health in her daily routine and has decided that she will no longer take "no" for an answer. She is busy, and Stamina understands that. She is a full-time
student and perhaps a part-time employee. She is motivated to get out there and do what she has to do to make this lifestyle she wants happen.

There are other health and fitness magazines in existence for women, but these magazines are not geared at the same ages, income levels, and values as Stamina is. First, Stamina wants to reach out to younger women, those who are still moldable and ready to make a change. Second, Stamina readers have little disposable income. Therefore, much of the content will not be geared toward things that need to be paid for. Third, Stamina knows that these college-aged women are busy and need to balance out their time. They hold different values than women over 30.

The circulation strategy comes down to this: meeting these women where they are, whether that be in bookstores, at the gym or at the grocery store. In the beginning, Stamina magazine will focus on getting placed in college bookstores throughout the country. Once that strategy has proved beneficial, the strategy will be expanded to gyms and grocery stores – wherever else these women go on a daily or weekly basis. Single-copy sales is the easiest, most effective way to get the magazine in their hands because college-aged women move almost yearly. Stamina magazine, therefore, understands that subscriptions will be hard to come by and will act accordingly on the magazine shelves.

Stamina magazine is like other magazines but also unlike other magazines. College-aged women – they’re a hard demographic to reach out to in the magazine market, but in the sense of health and fitness, a necessary one. These women have such a strong desire to eat healthy, develop healthy habits and stay fit that a magazine geared toward this population cannot fail.
Works Cited


## Five Year Budget

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# Five Year Budget

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**PROFIT**

- **Year 3:** $0
- **Year 4:** $0
- **Year 5:** $0
**Target Audience**

*Stamina* is a magazine for the full-time female college student, ages 18 to 24, who finds it hard to make working out and eating healthy a priority. She's busy, perhaps taking a full class load or working a part-time job. She has a hard time getting motivated to work out and has a hard time making healthy additions to her diet.

**Purpose**

The purpose of this magazine is to give college-aged women simple ways to be fit and be healthy while still balances classes and a job (possibly). It's about creating a healthy, active lifestyle while trying to succeed in school and providing ways to retain that lifestyle that will still apply when graduation has come and gone. It's about forming an identity.

**Name**

I chose the name *Stamina* for the magazine because the purpose is to provide women with ways to balance their lives - ways to keep going without stressing or becoming uncomfortable. It's about being fit and being healthy - things that help women live long and prosperous lives. These things give women stamina to keep moving through each day.

**Content Decisions**

The stories included in the magazine reflect needs and desires of college-aged women who want to be fit and become healthy. They want healthy recipes that are cheap and quick. These women want quick and simple workouts they can do at home or at the gym. Women want simple ways to create healthy eating habits, like drinking water regularly or seeing a doctor on a regular basis.

**Design Style**

I chose a more modern design style for this magazine. I did not want anything too far out there because most women's magazines in the market already are designed in a more modern style. The style is neat, clean and organized - easy to understand and follow. That's exactly what I was looking for, particularly for an audience struggling for time.

**Photo Selection**

I tried to follow the same types of photos that appear in women's health and fitness magazines today, but I wanted this magazine to look a little younger. These women are happy and active in the photos. For the feature story, I chose action shots so it looked like Danielle was dancing through the pages.

**What I Would Change**

I think I would have targeted this magazine to a different market because college students are so difficult to reach. I would also take more time on my feature story and developing that - plus, I would take more photos.
Cervical Cancer
Dispelling Myths & Revealing the Truth
January 2011

Danielle Kelly talks about her passion and why the exercise is growing.

ZUMBA

8 Ways to Lose Flab Fast!

6 Benefits to Drinking Water

Free Soup Recipes INSIDE!
NEW COLORS SENSATIONAL LIPSTAIN

A FRESH NEW SENSATION IN COLOR
SOFTER, LIGHTER, SO INNOCENT

SHEER WASH OF COLOR from water-based pigments.
FRESHEST, BARELY-THERE FEEL from vitamin-enriched berry nectar.

LEAN CUISINE
MARKET CREATIONS

INTRODUCING NEW LEAN CUISINE® Market Creations. The amazing steam pouch gives you crisp vegetables, tender chicken and al dente pasta, all freshly steamed with zero fuss. It's a dinner revolution, exclusively from LEAN CUISINE®.

YOU'RE KIDDING, RIGHT?

AFTER A LONG DAY, I SO HAVE THE ENERGY TO WHIP UP A NICE DINNER.
Wholesome, delicious, all-natural fuel for all kinds of active

Don’t Sweat It!
Secret Flawless - Flawless Every Time
January 2011

Letter from the Editor & Masthead
Pg. 6

Your Health
Why drink water?
Six reasons to continue or pick up your water-drinking habits
Pg. 4

What do know about Cervical Cancer?
We provide the basic facts and statistics about Cervical Cancer.
Pg. 5

Your Fitness
Benefits to Stretching
Why it’s important for you to stretch before and after your workout.
Pg. 7

Workout of the Month: Flab Fix
8 moves that will help you burn that holiday flab in a flash
Pg. 8

Your EasyEats
Soups that are HOT
Pg. 18

Light meal of the Month
Pg. 19

ZUMBA
Danielle Kelly talks about her interest in Zumba - a growing trend in workout routines.
Pg. 10

One Weeknight Meal
A quick & cheap meal for any night of the week.

Sweet Potato and Apple Puree
Ingredients:
- 2 large sweet potatoes, peeled and quartered
- 2 apples, peeled and cored
- 4 Tbsp. butter
- 2 Tbsp. maple syrup
- 1 tsp. salt plus more to taste

Directions:
1. Rinse spinach and drain in colander (leave some water on the leaves).
2. Heat oil in skillet over medium-high heat. Saute garlic in oil until fragrant but not brown, only about 30 seconds. Add spinach and saute until just wilted, about 2 minutes. Remove from heat; season with salt and pepper to taste. Serve warm.

Preparation time: 10 minutes
Cook time: 30 minutes

Health benefits:
• Only 100 mg sodium
• Full of Omega-3s
• Good for a healthy colon
Price range: $$$$

Tilapia withBreadcrumb Topping
Ingredients:
- 3 Tbsp. olive oil, divided
- 1/2 cup Italian seasoned bread crumbs
- 2 Tbsp. Parmesan cheese
- 1 lb. tilapia, cut into one filet per serving
- salt and ground black pepper to taste

Directions:
BREADCRUMB TOPPING
1. Heat half the oil in large nonstick skillet over medium heat. Sprinkle breadcrumbs over oil and stir until breadcrumbs are toasted golden brown, about 5 minutes. Transfer breadcrumbs to medium bowl and toss with parmesan cheese. Set aside.

TILAPIA
2. Heat remaining half of oil in same skillet (wiped clean) over medium to medium-high heat. Sprinkle tilapia with salt and pepper. Saute until golden brown and cooked through, about 3 minutes per side.

Preparation time: 10 minutes
Cook time: 30 minutes

Health benefits:
• Only 100 mg sodium
• Full of Omega-3s
• Good for a healthy colon
Price range: $$$$
Your EasyEats: perfect soups for winter chills

Soup by the Fire
Delectable soups for that cold, snowy day. And they’re all for the slow cooker!
BY Allrecipes.com

Chicken Tortilla Soup
Ingredients:
- 1 lb. shredded, cooked chicken
- 1 15-oz. can whole peeled tomatoes, mashed
- 1 medium onion, chopped
- 1 4-oz. can chopped green chile peppers
- 2 cloves garlic, minced
- 2 cups water
- 1 14.5-oz. can chicken broth
- 1 tsp. cumin
- 1 tsp. chili powder
- 1 tsp. salt
- 1/4 tsp. black pepper
- 1 bay leaf
- 1 10-oz. package of frozen corn
- 1 Tbsp. chopped cilantro
- 7 corn tortillas
- vegetable oil

Directions:
1. Place chicken, tomatoes, enchilada sauce, onion, and green bell pepper into a slow cooker. Pour in chicken broth, season with cumin, chili powder, salt, pepper, and bay leaf. Stir in corn and cilantro. Cover, and cook on low setting for 6 to 8 hours or on high setting for 3 to 4 hours.
2. Preheat oven to 400 degrees F.
3. Lightly brush both sides of tortillas with oil. Cut tortillas into strips, then spread on a baking sheet.
4. Bake in preheated oven until crisp, about 10 to 15 minutes. To serve, sprinkle tortilla strips over soup.

Vegetable Beef Soup
Ingredients:
- 1 lb. ground beef
- 2 cloves garlic, minced
- 1 small onion, diced
- 1 green bell pepper, diced
- 3 stalks celery, diced
- 1 29-oz. can Italian-style stewed tomatoes, drained
- 1 15-oz. can mixed vegetables, drained
- 2 quarts beef broth
- 3 Tbsp. soy sauce
- 2 Tbsp. Worcestershire sauce
- 3/4 tsp. paprika
- Salt and pepper to taste
- 6 ounces dry fusilli pasta

Directions:
1. Place the beef in a skillet over medium heat. Mix in garlic, onion, and green bell pepper. Cook and stir until beef is evenly brown and vegetables are tender. Drain grease, and transfer to a slow cooker.
2. Mix celery, Italian-style stewed tomatoes, and mixed vegetables into the slow cooker. Pour in beef broth, soy sauce, and Worcestershire sauce. Season with paprika, salt, and pepper.
3. Cover, and cook 7 hours on high. Mix pasta into the slow cooker during the last 15 minutes of cook time.

Creamy Potato Soup
Ingredients:
- 6 slices bacon, cut into 1/2 inch pieces
- 1 onion, finely chopped
- 2 10.5-oz. cans condensed chicken broth
- 2 cups water
- 5 large potatoes, diced
- 1/2 tsp. salt
- 1/2 tsp. dried dill weed
- 1/2 tsp. ground white pepper
- 1/2 cup all-purpose flour
- 2 cups half-and-half cream
- 1 12-fluid oz. can evaporated milk

Directions:
1. Place bacon and onion in a large, deep skillet. Cook over medium heat until bacon is evenly brown and onions are soft. Drain off excess grease.
2. Transfer the bacon and onion to a slow cooker and stir in chicken broth, water, potatoes, salt, dill weed, and white pepper. Cover, and cook on low for 6 to 7 hours, stirring occasionally.
3. In a small bowl, whisk together the flour and half-and-half. Stir into the soup along with the evaporated milk. Cover, and cook another 30 minutes before serving.

Soup by the Fire
Delectable soups for that cold, snowy day. And they’re all for the slow cooker!
BY Allrecipes.com

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Stamina
EDITOR & CREATOR
Danielle Turnbull
MANAGING EDITOR
Danielle Turnbull
PHOTOGRAPHERS
Alivia Bryak
Catherine Thompson
CONTRIBUTORS
Alana Gold
Helppreventcervicalcancer.com
Keith Langevin
Women’s Health magazine
Allrecipes.com
Dinner Select
ADVERTISING DIRECTOR
Danielle Turnbull
DESIGN EDITOR
Danielle Turnbull
MISSION STATEMENT: Stamina is meant to provide women with ways to become the woman they want to be - healthy, fit and happy.
LETS US KNOW WHAT YOU THINK AT: 1416 W. Beechwood Ave. Muncie, IN 47303
OR CALL US AT: 1-800-569-2215

Zero Calories
100% Hydration
SoBe
6 Health Benefits to Water

Why H20 is good for your skin, your body, and your overall health

BY Alana Gold
Registered Dietician

1. Healthy Skin.
Proper hydration is essential for healthy, younger-looking skin. Drinking water helps to give your skin the moisture it needs to maintain elasticity and suppleness and to prevent dryness. The body also relies on water to detoxify properly, allowing yourself to look and feel your best. Avoid dehydrating foods and beverages such as caffeine (cola, chocolate, coffee, tea) and alcohol.

2. Optimal Body Function.
The body depends on water for survival. This vital nutrient is involved in every aspect of the body’s functions, including digestion and excretion, as well as absorption of important nutrients. Water is responsible for maintaining normal body temperature, maintaining a normal acid/alkali environment in our system and for carrying waste material from the body. If we don’t get enough water, our bodies won’t function at an optimal level and we may not look or feel our best.

3. Weight Loss.
Drinking adequate amounts of water helps with weight loss in a few ways. Firstly, water helps to keep your body functioning at an optimal level, allowing all your systems such as digestion and absorption, to work properly. Secondly, including foods in your diet with high-water content, such as fruits, vegetables, soups and shakes helps with weight loss by increasing satiety and fullness. High-water volume foods appear larger, provide greater oral stimulation, take longer to absorb and last longer in the stomach. Thirdly, staying properly hydrated gives you the energy you need to exercise.

4. Removal of Toxins.
Drinking enough water helps your body flush out toxins, lessening this job for your kidneys and liver.

5. Protection for Joints and Muscles.
Water is one of the fluids that lubricates and cushions your joints and muscles, protecting them from shock and damage. If the body is dehydrated (lack of water) it may become more susceptible to ailments. Also, before, during and after exercise, drinking proper amounts of water can help reduce cramping of the muscles and early onset of fatigue.

6. Protection from Disease and Infection.
Water is a wonderful mineral which helps to prevent many conditions. Water can help prevent kidney stones as well as reduce your risk for bladder, kidney and urinary tract infections. As well, results of a six-year study of more than 20,000 healthy men and women aged 38 to 100 found that women who drank more than five glasses of water a day were 41 percent less likely to die from a heart attack during the study period than those who drank less than two glasses. The protective effects of water were even greater in men.

Benefits to Zumba.
Kelly said that it’s a great workout that tones every part of the body. Zumba sculpts the body using a number of different areas of fitness. It works the abs, back, lower and upper body.

More than that, Zumba is great for mental ability. Serotonin and dopamine are released during any sort of exercise, which is the first step to reducing stress. These hormones help the body to calm down. Self-image also increases with exercise because of lower stress levels and because one is toning her body and becoming a fitter, happier person.

“Zumba lets me release the stress I have,” Kelly said. Another benefit to this kind of fitness routine is that it’s easy and fun, and one can go at whatever speed she wants. The workout is not boring and keeps one moving and active for the entire session. Ranck testifies that the routines are not difficult to learn. She said that the first class was a little difficult, but with each class, she caught on and knew what she was doing more and more. It got easier to learn new moves when she knew the old ones by heart.

Kelly said that girls feel a sense of accomplishment when they can get the moves right and continue learning the dances and routines. However, at the end of the class, everyone is exhausted, particularly Kelly.

“Being an instructor is completely different than being in the class,” Kelly said. “I learned that really fast.” However, Ranck is thankful for Kelly’s viewpoint to being an instructor and the passion she brings with her to each class.

“She is so full of energy,” Ranck said. “I really like [Kelly’s] enthusiasm for teaching the class.” These benefits can only be reaped through Zumba, and there are many ways to get involved.

- Visit the Zumba web site to find an instructor at a nearby gym or on campus
- Sign up for a class at the college one attends
- Buy a DVD and do Zumba from one’s own home
Be Aware: Cervical Cancer

What to know about this cancer that affects many American women

BY Helppreventcervicalcancer.org

Myth 1: Cervical cancer isn’t a big health concern

INCORRECT

Cervical cancer is a concern for many women. In the U.S., 11,000 women are diagnosed with and 4,000 die from it each year. That means that every 47 minutes another woman is diagnosed with this cancer.

Myth 2: Only older women are affected by cervical cancer.

NOT TRUE

In the U.S., cervical cancer is the second most common cause of cancer-related deaths in women in their 20s and 30s.

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FALSE

Cervical cancer is caused by a sexually transmitted viral infection. Any girl or woman who becomes infected with a cancer-causing virus called HPV (human papillomavirus) can potentially develop cervical cancer.

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VERY UNLIKELY

There are rarely any signs or symptoms at the early stage, when cervical cancer is most treatable.

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Now that you have read the facts, why not focus on the actions you can take today to help prevent cervical cancer? Talk to your doctor about vaccination and regular Pap tests to help you prevent cervical cancer.
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As long as you're moving, you're burning calories,” Kelly said.
The routine is typically one hour long, but it never feels that long according to Kelly, and the point is to make working out fun. It’s all about loving one’s workout. The focus is on getting hooked into exercising so one no longer needs an excuse not to. Motivation is intrinsic in Zumba, Ranck said.

“Zumba is more hip,” Ranck said. “It’s not just running on a treadmill or doing weights. It’s more active.”

Kelly believes that there are a number of reasons as to why college campuses have embraced the Zumba trend. For one, it’s a class for girls. “It’s their time to have fun, their time to let go,” Kelly said.

Second, both Kelly and Ranck agree that social interaction is another reason. The classes are large and allow for girls (those who typically take the classes) to get to know one another. “If you can shimmy in front of them, you can surely talk to them,” Kelly said. Ranck likes that there is little judgment in the room during classes. She likes that she can be with friends, exercising, losing weight and having fun. “This is a way I can dance without looking like a complete fool,” Ranck said.

Third, there are a number of physical
It’s not just running on a treadmill or doing weights. It’s more active.

YourFitness: flexibility is key

Stretch it out
Why stretching is essential for every workout

The benefits of stretching are often overlooked. Many people work out heavily; they leave the gym without giving their bodies a chance to cool down and relax before turning to regular activity levels. There are differing opinions suggesting how and when to stretch. No matter how one slices it, it’s clear that stretching adds a new dimension to personal health and fitness.

BY Keith Langevin

The keys and benefits to stretching are numerous. Stretching maintains flexibility as muscle mass increases. Its best to be sure, especially if one decides to stretch after a workout, that all major muscle groups have been stretched. Its best to hold each stretch for no less than fifteen seconds each. Furthermore, its important to breathe into the stretch. Breathing allows for the release of air so that one can reach further into the stretch for maximum benefit.

While some stretch before working out, other people stretch as a cooling exercise. Some gyms that offer total fitness programs recommend at least five minutes of stretching after a workout so that muscles retain the benefits of strength training. Its also a way to prepare individuals for a return to their regular activities. The theory is that stretching is best done after a workout because the workout has warmed the muscles, thus making them easier and less painful to stretch.

Stretches are also an art form. In the practice of Yoga, individuals use special postures that offer full stretches to all parts of the body. The postures are held for about a minute at the very least. It is said that these stretches offer a form of meditation, move the blood to all the right places, and act as a sort of a massage for the organs in order to squeeze toxins from them. Yogis then drink water to flush these toxins. If flexibility is to be the name of the game, then a Yoga studio is the place to be.

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It’s important not to overlook the benefits of stretching. A flexible and relaxed body is a healthy body that copes well with the stresses of daily life.
Quick Fix for Flab
Feel like you’re carrying a little extra flab from the holidays? This workout may be your solution.

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Let’s get started!

1 Stability Ball Back Extension
Lie facedown on a large stability ball so it supports your pelvis. Keep the balls of your feet on the floor and rest your hands at your sides. Next, tighten your glutes and gently lift your chest. Hold for 3 seconds, then lower back to start. If this is too easy, clasp your hands behind your head for more of a challenge.
2 Sets | 10-12 Reps

2 Standing Body Bar Split Jump
Stand with your knees slightly bent, gently holding a 6- to 9-pound body bar at the back of your neck. Drop your hips and jump slightly so that your right leg lands about 3 feet in front of your left leg. Repeat with the left leg. Work up to a total of 30 jumps. Start slowly and don’t sink all the way into a lunge.
2 Sets | 15 Reps | Rest 45 Sec

3 Stability Ball Chest Press
Grab a pair of 8- to 15-pound dumbbells. Lie on a stability ball (positioning it underneath your mid to upper back) with your feet flat on the floor, knees bent about 90 degrees, and abs pulled tight. Hold the dumbbells by your chest, palms facing forward, and press them straight up toward the ceiling. Lower the weights and repeat, using your abs to keep your body still.
2 Sets | 10-12 Reps
Rest 1 minute

number of certified instructors. Danielle Kelly, a sophomore communications and acting major, is one of those instructors. Kelly has been doing Zumba for a year and a half, and has only been teaching it for one semester, but it is something she’s very passionate about. It all started her during her junior prom in high school. A Zumba instructor taught a routine during the dance, and Kelly remembers thinking it was weird but sounded like fun. When Kelly came to Ball State, she noticed that Zumba classes were offered through recreation and she instantly signed up. She said she suddenly fell in love. “I just love how into it people get,” Kelly said. “The music makes you forget about everything else. I really love the energy in the room.”

But why the workout routine gaining so much recognition on college campuses? The fitness trend combines hip-hop, salsa and Latin dancing. A number of different dances can be included. Kelly likes to create an African and pop mix for her routines, a mix that Jaqui Ranck, a student in one of Kelly’s classes and a senior magazine and graphics journalism major, enjoys. “It’s a really fun mix,” Ranck said. And the workout is for anyone. Kelly emphasizes this to the students in her class. Zumba is all about repetitions – moves are repeated within
Beto Perez had a hard time making it into the fitness industry. Being from Columbia, he could not speak much English and had a hard time convincing people to watch his Latin-inspired workout and dance videos. One manager finally asked him to teach her, so he did, and one after another people joined them. That same manager then hired Perez to teach a Saturday morning class.

Perez showed up late to one of his Saturday classes and had forgotten the music for the aerobics routine. He popped in some of his Latin music and the workout was a hit. Zumba was born.

Zumba is a current fitness trend that is catching on throughout the U.S. The Zumba website even claims that it is the single most influential movement in the fitness industry. But the trend is not only spreading to gyms and workout centers. College campuses have picked up the trend and have ridden with it. Plenty of universities now have certified Zumba instructors teaching classes to students, sometimes on a daily basis.

Ohio State University in Columbus, Ohio, is one of those schools. The student newspaper, The Lantern, wrote a story on the growing trend on the 50,000-student campus. Students have been learning the routines and filling classes offered by the school’s fitness center.

The University of Central Florida in Orlando is another example. The school currently has two certified Zumba instructors teaching classes on a weekly basis. A third school that loves the Zumba trend is Ball State University in Muncie, Indiana. Classes are offered each day of the week and available for students, faculty and staff. Plus, the school has a

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**Wobble Board Balance & Sit**

Stand on a wobble board with your knees slightly bent and try to balance for 5 seconds. Next, lower your hips, keeping your back straight. If you can, lower enough to perform an actual squat and hold for another 5 seconds. Return to start and repeat. If balancing is too hard, try this move on a Bosu or foam pad first. Once your body is more stable, return to the wobble board.

**2 Sets  |  8-10 Reps**
**Rest 60 Sec**

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**Weighted Bicycle Crunch**

Lie on your back with your knees bent. Hold a 5- or 6-pound medicine ball directly on your chest. Curl your upper body and right leg, and at the top of the crunch rotate your torso so that your left elbow meets your right knee. Extend your left leg at the same time, as if you’re pedaling. Return to start and repeat on the other side.

**2-3 Sets  |  6 Reps**

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**Side Stepup with Triceps Kickback**

Stand sideways next to a step, holding 5- to 8-pound dumbbells with arms in a relaxed position and elbows slightly behind your body. Next, step laterally onto the step. At the top of the step, tighten your abs and lean forward slightly. Press the dumbbells behind you and straighten your arms. One stepup and press counts as one rep. Step down and repeat for a complete set before switching sides.

**2-3 Sets  |  6 Reps**
**Rest 45 Sec**

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**Traveling Lunge with Biceps Curl & Shoulder Press**

Holding a pair of 5- to 10-pound dumbbells, step forward with your left leg into a lunge. Make sure that your left leg is parallel to the floor, keeping your knee behind your toes. Curl the dumbbells to your chest as you sink down, and as you rise, rotate your wrists so that your palms face forward and press the dumbbells overhead when you are in the standing position. Bring your feet together. Then repeat, stepping your right leg forward. Do one set (two if you’re fit).

**1 or 2 Sets**
**15 Reps**
**Rest 45 Sec**
The new ZUMBA craze is the new trend on college campuses and is beginning to alter students’ workout routines.

PHOTOS BY Alivia Bryak & Catherine Thompson

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2 Sets  | 8-10 Reps
Rest 60 Sec

### Seated Ball Stabilizer
Sit upright on a stability ball with legs hip-width apart and feet flat on the floor. Slowly lower your torso about 6 inches forward, keeping your back straight. Tighten your glutes as you lower and return to start. Then, keeping your abs tight, slowly lift your right leg off the floor. Hold for 3 to 4 seconds and release. That’s one rep. Repeat the whole sequence, lifting your left leg next. Alternate until you complete your set.

2-3 Sets  | 8 Reps

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BY Helppreventcervicalcancer.org

When there’s so much else going on in your life, it’s not surprising that the risk of cervical cancer isn’t on your radar. But cervical cancer should be on your radar, even when you’re young, healthy, and in the prime of your life.

Know the facts about cervical cancer - don’t be fooled by myths. Here is some information to help you separate fact from fiction on this important health concern for women of all ages.

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6 Health Benefits to Water

Why H2O is good for your skin, your body, and your overall health

BY Alana Gold
Registered Dietician

W e all know water is good for us, but do we know the reasons why? Water makes up, on average, 60 percent of our body weight and is crucial to our health. From healthy skin to protecting joints and helping with the size of waistlines, water is necessary for good health! Read on as Truestar reveals why getting a minimum of eight glasses of eight ounces of water per day is beneficial to our health.

1. Healthy Skin.
Proper hydration is essential for healthy, younger-looking skin. Drinking water helps to give your skin the moisture it needs to maintain elasticity and suppleness and to prevent dryness. The body also relies on water to detoxify properly, allowing you to look and feel your best. Avoid dehydrating foods and beverages such as caffeine (cola, chocolate, coffee, tea) and alcohol.

2. Optimal Body Function.
The body depends on water for survival. This vital nutrient is involved in every aspect of the body’s functions, including digestion and excretion, as well as absorption of important nutrients. Water is responsible for maintaining normal body temperature, maintaining a normal acid/alkali environment in our system and for carrying waste material from the body. If we don’t get enough water, our bodies won’t function at an optimal level and we may not look or feel our best.

3. Weight Loss.
Drinking adequate amounts of water helps with weight loss in a few ways. Firstly, water helps to keep your body functioning at an optimal level, allowing all your systems, such as digestion and absorption, to work properly. Secondly, including foods in your diet with high-water content, such as fruits, vegetables, soups and shakes helps with weight loss by increasing satiety and fullness. High-water volume foods appear larger, provide greater oral stimulation, take longer to absorb and last longer in the stomach. Thirdly, staying properly hydrated gives you the energy you need to exercise.

4. Removal of Toxins.
Drinking enough water helps your body flush out toxins, lessening this job for your kidneys and liver.

5. Protection for Joints and Muscles.
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However, Ranck is thankful for Kelly’s viewpoint to being an instructor and the passion she brings with her to each class. “She is so full of energy,” Ranck said. “I really like [Kelly’s] enthusiasm for teaching the class.”

These benefits can only be reaped through Zumba, and there are many ways to get involved.
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- Sign up for a class at the college one attends
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Soup by the Fire: Delectable soups for that cold, snowy day. And they’re all for the slow cooker!

BY Allrecipes.com

Your Easy Eats: perfect soups for winter chills

Chicken Tortilla Soup
Ingredients:
- 1 lb. shredded, cooked chicken
- 1 15-oz. can whole peeled tomatoes, mashed
- 1 medium onion, chopped
- 1 4-oz. can chopped green chile peppers
- 2 cloves garlic, minced
- 1 tbsp. chili powder
- 1 tbsp. salt
- 1/4 tsp. black pepper
- 1 bay leaf
- 1 10-oz. package of frozen corn
- 7 corn tortillas
- vegetable oil

Directions:
1. Place chicken, tomatoes, enchilada sauce, onion, green chile peppers, garlic, chili powder, salt, pepper, and bay leaf into a slow cooker. Stir well. Cover, and cook on low for 6 to 8 hours, or on high for 3 to 4 hours.
2. Preheat oven to 400 degrees F. Lightly brush both sides of tortillas with oil. Cut tortillas into strips, then spread on a baking sheet. Bake until crisp, about 10 to 15 minutes. To serve, sprinkle tortilla strips over soup.

Creamy Potato Soup
Ingredients:
- 6 slices bacon, cut into 1/2 inch pieces
- 1 onion, finely chopped
- 1 29-oz. can Italian-style stewed tomatoes
- 1 15-oz. can mixed vegetables
- 2 quarts beef broth
- 3 Tbsp. soy sauce
- 2 Tbsp. Worcestershire sauce
- 3/4 tsp. paprika
- Salt and pepper to taste
- 6 ounces dry fusilli pasta

Directions:
1. Place bacon and onion in a large, deep skillet. Cook over medium-high heat until bacon is evenly brown and onion is soft. Drain off excess grease.
2. Transfer the bacon and onion to a slow cooker, and stir in chicken broth, water, potatoes, salt, dill weed, and white pepper. Cover, and cook on low for 6 to 8 hours, stirring occasionally.
3. In a small bowl, whisk together the flour and half-and-half. Stir into the soup along with the evaporated milk. Cover, and cook on low for 30 minutes before serving.

Vegetable Beef Soup
Ingredients:
- 1 lb. ground beef
- 2 cloves garlic, minced
- 1 small onion, diced
- 1 green bell pepper, diced
- 3 stalks celery, diced
- 1 29-oz. can Italian-style stewed tomatoes
- 1 15-oz. can mixed vegetables
- 2 quarts beef broth
- 3 Tbsp. soy sauce
- 2 Tbsp. Worcestershire sauce
- 3/4 tsp. paprika
- Salt and pepper to taste
- 6 ounces dry fusilli pasta

Directions:
1. Place the beef in a skillet over medium heat. Mix in garlic, onion, and green bell pepper. Cook and stir until beef is evenly brown and vegetables are tender. Drain grease, and transfer to a slow cooker.
2. Mix celery, Italian-style stewed tomatoes, and mixed vegetables into the slow cooker. Pour in beef broth, soy sauce, and Worcestershire sauce. Season with paprika, salt, and pepper.
3. Cover, and cook 7 hours on high. Mix pasta into the slow cooker during the last 15 minutes of cook time.

Stamina

Editor & Creator
Danielle Turnbull
Managing Editor
Danielle Turnbull
Photographers
Alivia Bryak
Catherine Thompson
Contributors
Alana Gold
Helppreventcervicalcancer.com
Keith Langevin
Women’s Health magazine
Allrecipes.com
Dinner Select

Advertising Director
Danielle Turnbull
Design Editor
Danielle Turnbull

Mission Statement:
Stamina is meant to provide women with ways to become the woman they want to be - healthy, fit and happy.

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1416 W. Beechwood Ave.
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One Weeknight Meal
A quick & cheap meal for any night of the week.
BY Dinner Select

Tilapia with Breadcrumb Topping
Ingredients:
- 3 Tbsp. olive oil, divided
- 1/2 cup Italian seasoned bread crumbs
- 1 lb. tilapia, cut into one filet per serving
- salt and ground black pepper to taste

Directions:
BREADCRUMB TOPPING
1. Heat half the oil in large nonstick skillet over medium heat. Sprinkle bread crumbs over oil and stir until bread crumbs are toasted golden brown, about 5 minutes. Transfer bread crumbs to medium bowl and toss with parmesan cheese. Set aside.

TILAPIA
2. Heat remaining half of oil in same skillet (wiped clean) over medium to medium-high heat. Sprinkle tilapia with salt and pepper. Saute until golden brown and cooked through, about 3 minutes per side.
3. Serve tilapia topped with bread crumbs.

Sweet Potato and Apple Puree
Ingredients:
- 2 large sweet potatoes, peeled and quartered
- 2 Tbsp. maple syrup
- 1 tsp. salt plus more to taste

Directions:
1. Place potatoes in large pot and add salted water to cover the top of the potatoes. Bring to a boil for 5 minutes, then add apples to boiling water. Continue cooking together until potatoes and apples are both tender when poked with a fork, about 10 minutes more.
2. Drain the potatoes and apples. Add butter, maple syrup and salt. Puree with a hand mixer until smooth. Add more salt and pepper if needed.

Sauteed Spinach
Ingredients:
- 1 10-oz. package baby spinach
- 2 Tbsp. olive oil
- 2 cloves garlic, minced
- salt and ground pepper to taste

Directions:
1. Rinse spinach and drain in colander (leave some water on the leaves).
2. Heat oil in skillet over medium-high heat. Saute garlic in oil until fragrant but not brown, only about 30 seconds. Add spinach and saute until just wilted, about 2 minutes. Remove from heat; season with salt and pepper to taste. Serve warm.

Preparation time: 10 minutes
Cook time: 30 minutes
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